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fashion calendar

44 WEST FIFTY-SECOND STREET • NEW YORK 19 • ELDORADO 5-3693

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1951

january

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february

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, SEPTEMBER 14, 1951</u>			
Friday Sept. 14 12:15 P.M. Luncheon	EUROPEAN COLLECTIONS AND TREND CLOTHES Report on the European collections and a showing of some important trend clothes. Speaker: Carmel Snow, editor, "Harper's Bazaar". Commentator: Nancy White, fashion editor, "Good Housekeeping" Magazine. Chairman: Gwen Randolph. Price (including tax and tip): \$5.00 for members. (No more guest tickets available). Contact: The Fashion Group, Inc., CI. 7-3940. Publicity: Ruth Hammer Assoc., EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Sept. 15	FEDERAL INCOME TAX (Third payment due--Saturday).		
<u>WEEK BEGINNING MONDAY, SEPTEMBER 17, 1951</u>			
Monday Sept. 17 10:00 A.M.	PRESS PREVIEW OF IMPORT FASHIONS Press preview of Ohrbach's import fashions, featuring models from both the French and Italian Couture. (Please use 841 Broadway entrance). By invitation only. Publicity: Jill Everhart, fashion coordinator; or Mark Klauser, advertising manager, SP. 7-9000.	OHRBACH'S (UNION SQUARE)	2ND FLOOR OVAL ROOM
Monday Sept. 17 12:30 P.M. Luncheon	SHOWING OF FASHIONS BY JO COPELAND Saks Fifth Avenue will present a collection of Fall fashions by Patullo-Jo Copeland during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Saks Fifth Avenue Contact: PL. 3-4000, Ext. 7064. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	SAKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Cancelled Sept. 17	PRESS PREVIEW OF GANTNER'S SWIMSUIT COLLECTION, ORIGINALLY SCHEDULED FOR MONDAY, SEPT. 17, AT 4:00 P.M., HAS BEEN CANCELLED.		
Monday Sept. 17 4:30 P.M. Cocktails	PREVIEW OF RESORT AND CRUISE COLLECTION Carlye Dress will present a press preview of their North and South collection. (Show promptly at 5:00 P.M.). By invitation. Publicity: Ruth Hammer Assoc., EL. 5-7108.	CARLYE DRESS CORP. (ST. LOUIS, MISSOURI)	HAMPSHIRE HOUSE COTTAGE
Monday Sept. 17- Sept. 22	EIGHTH ANNUAL ASSEMBLY FASHION SHOW WEEK There will be a series of nineteen 30-minute departmental fashion shows during Assembly Week, with shows conducted on an average of 3 times a day. There will be a private invitation afternoon tea on Friday, Sept. 21, in the store's restaurant, with a showing of fashions by 15 Italian couturiers and leading American designers. Contact: Gertrude Mayers, fashion coordinator, Gimbels, Philadelphia.	GIMBELS-PHILADELPHIA	PHILADELPHIA PENNSYLVANIA

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Sept. 17	OPENING OF HOLIDAY & RESORT SHOE COLLECTION Members include: Andrew Geller; Jerro Brothers; John Marino; I. Miller; Newton Elkin; Palter DeLiso; M. Wolf; Zuckerman & Fox. Publicity: Doris Beechman, MU. 9-5200.	GUILD OF BETTER SHOE MANUFACTURERS	INDIVIDUAL SHOWROOMS
Monday Sept. 17- Sept. 24	SHOWING OF MIDSEASON COLLECTION Dave Bellsey will present the Midseason collection of Paris-inspired "Belliciano" coats and suits to the press and trade at 10:30 A.M. daily. Publicity: Sidney Dee Bloeme, JU. 6-4490.	DAVE BELLSEY CO.	512 SEVENTH AVENUE SHOWROOM-30TH FLOOR
Week Of Sept. 17	SCARF JUBILEE PROMOTION WEEK Publicity: Gladys Steiner, Lester Harrison, Inc., MU. 9-1630.	NAT'L WOMEN'S SCARF AND NECKWEAR ASS'N	THROUGHOUT THE COUNTRY
Tuesday Sept. 18 9:00 A.M. Breakfast	PRESS SHOWING OF PARIS IMPORTS Macy's will present their Duet Collection of Paris originals and Macy copies at a breakfast preview for specially invited press, promptly at 9:15 A.M. Customer showings, by ticket only, Monday, Sept. 24 and Tuesday, Sept. 25 at 2:15 P.M., in Macy's Little Shop, 3rd Floor. Publicity: Helen Law, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Tuesday Sept. 18 10:30 A.M.	PRESS PREVIEW OF ADRIAN COLLECTION Adrian will present a press preview of his Fall and Winter collection at Gunther Jaeckel. By invitation only. Publ.: Eleanor Lambert, MU. 8-2130.	GUNTHER JAECKEL, INC.	10 EAST 57TH STREET SALON
Tuesday Sept. 18 2:30 P.M.	PREVIEW: FALL CUSTOM- ORDER COLLECTION Presentation by B. Weinstein of the Fall and Winter custom-order collec- tion of coats, suits and furs; the ready-to-wear collection of suits and dresses; and a showing of imports. Hats--John Frederics. By invitation only. Publicity: Irene Staub, C.J. Herrick Associates, LA. 4-9310.	B. WEINSTEIN (7 EAST 57TH STREET)	HOTEL PLAZA GRAND BALLROOM
Tuesday Sept. 18 4:00 P.M.- 7:00 P.M. Cocktails	COCKTAIL PREVIEW OF NEW SHOWROOM The press will be invited to a cocktail party and preview of the Omega Watch Company's new showroom. By invitation only. Publicity: Norman M. Morris, TE. 8-0880.	OMEGA WATCH CO.	655 MADISON AVENUE SHOWROOM
Cancelled Sept. 18	BERKSHIRE KNITTING MILLS' PRESS PREVIEW OF NEW SHOWROOM, ORIGINALLY SCHEDULED FOR TUESDAY, SEPT. 18, AT 4:30 P.M., HAS BEEN CANCELLED.		
Beginning Tuesday Sept. 18 7:00 P.M.	FIFTH SURVEY COURSE IN PUBLICITY TECHNIQUES Ten-week survey course in the fundamentals of publicity techniques. Fee for series: \$15.00. Contact: Rita Otway, PL. 5-4000.	PUBLICITY CLUB OF NEW YORK, INC.	HOTEL SHELTON LEX. AVE. & 49TH ST.
Tuesday Sept. 18 7:30 P.M.	SHOWING OF SPRING FASHIONS Marcus-Grubere will present their collection of coats and suits for Spring 1952. Press by invitation. Trade by subscription; contact: LO. 4-0542.	MARCUS-GRUBERE, INC. (1407 BROADWAY)	HOTEL ASTOR-EAST & NORTH BALLROOMS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 19 9:30 A.M. Coffee	PRESS PREVIEW OF FALL READY-TO-WEAR Bloomingdale's will present Fall ready-to-wear "Green Room" fashions at their semi-annual showing for the press, in the 4th Floor Training Dept., Classroom "C". Show at 10:00 A.M. By invitation only. Publicity: Patricia Snyder, EL. 5-5900, Ext. 311 or 695.	BLOOMINGDALE'S	4TH FLOOR CLASSROOM "C"
Wednesday Sept. 19 10:00 A.M.	SWEATER FASHION SHOW & "SWEATER GIRL" CONTEST Presentation of the newest sweater fashions for 1951-52, and selection of "Miss Sweater Girl, 1951" will be held in conjunction with National Sweater Week (Sept. 24-29). "Miss Sweater Girl, 1970" will be chosen from several 4-year old contestants. Contact: National Knitted Outerwear Ass'n, MU. 3-7520; or The Wool Bureau, Inc., PL. 7-5092.	THE WOOL BUREAU, INC. & KNITTED OUTERWEAR ASS'N.	WALDORF-ASTORIA EAST FOYER
Wednesday Sept. 19 12:30 P.M. Luncheon	SHOWING OF FALL FASHIONS AT LUNCHEON Presentation of fashions for Fall and Winter by Arnold Constable during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 19 12:45 P.M. Luncheon	"PROMENADE TO FASHION" LUNCHEON SHOWING Presentation of Fall fashions, designed by Claire McCardell for Townley, with "Promenade" represented in the first of a series of magazine fashion shows. Hairstyles--Ferrantelle at Bergdorf Goodman. Press by invitation. Public by reservation; contact: Headwaiter, TE. 8-8000. McCardell Publ.: Bette Anne Brown, LO. 4-2155. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	TOWNLEY FROCKS, INC. (CLAIRE MCCARDELL)	HOTEL PIERRE COTILLION ROOM
Wednesday Sept. 19 2:30 P.M.- 5:00 P.M.	PREVIEW: ANNUAL NATIONAL HOME FURNISHINGS SHOW Cocktail preview for the press of the third annual National Home Furnishings Show. (Sept. 20-Sept. 30). Publ.: Louise Sloane, MU. 6-0045.	NATIONAL FURNITURE & HOME FURNISHINGS SHOWS	GRAND CENTRAL PALACE 480 LEXINGTON AVENUE
Wednesday Sept. 19 3:00 P.M.	PRESS PREVIEW: FALL CUSTOM-ORDER COLLECTION Mainbocher will present the Fall custom-order collection at a preview for the press. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	MAINBOCHER	6 EAST 57TH STREET SALON
Wednesday Sept. 19 3:30 P.M. Cocktails	PRESS PREVIEW OF SEAMOLDS SWIMSUITS Press preview of 1952 SeaMolds swimsuits by Flexees. Showing at 4:00 P.M. By invitation only. Publicity: Sandra Allison Kahn, MU. 9-2100.	FLEXEES, INC.	417 FIFTH AVENUE SHOWROOM
Wednesday Sept. 19 5:00 P.M.- 7:00 P.M.	PRESS PREVIEW OF NEW FASHION FLOOR Gimbels will unveil their newly modernized third floor. By invitation. Publicity: Charline Sutton or Gay Stearns, LO. 5-1500, Ext. 600.	GIMBELS	3RD FLOOR
Thursday Sept. 20 9:30 A.M. Breakfast	PREVIEW OF NEW SWIMSUIT COLLECTION Jantzen's new swimsuit collection at a breakfast preview for the press. By invitation. Publ.: Rosamond Eddy, LO. 4-2820.	JANTZEN KNITTING MILLS	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 20 10:30 A.M.	PRESS PREVIEW OF FALL & WINTER FURS Revillon will present the Fall and Winter fur collection to the press. By invitation only. Contact: PL. 9-5504.	REVILLON FRERES	11 WEST 57TH STREET SALON
Thursday Sept. 20 12:30 P.M. Luncheon	MAURICE RENTNER FASHIONS AT LUNCHEON Presentation of a Fall collection by Maurice Rentner from Saks Fifth Ave. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext.176. Saks Fifth Avenue Publicity: PL. 3-4000, Ext. 7064. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	SAKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Thursday Sept. 20 3:00 P.M.	PREVIEW: CUSTOM-ORDER FALL COLLECTION Press showing of Carrie Munn's collection of custom-order fashions for Fall and Winter. By invitation only. Publ.: Eleanor Lambert, MU. 8-2130.	CARRIE MUNN	640 MADISON AVENUE SALON
Thursday Sept. 20 4:30 P.M.	FALL & WINTER HATS AT PRESS SHOWING Mme. Simone's special showing of Fall and Winter millinery. By invita- tion only. Contact: EL. 5-7121.	MME. SIMONE (HELEN ADAMS HATS)	21 EAST 55TH STREET SALON
Friday Sept. 21 11:00 A.M.	FALL & WINTER FURS AT PREVIEW Bergdorf Goodman will present a preview of the Fall and Winter fur col- lection to the press. By invitation only. Publ.: Florence Neff, PL.3-7300.	BERGDORF GOODMAN	2ND FLOOR
Friday Sept. 21 12:00 Noon Luncheon	PRESS PREVIEW OF PARIS IMPORTS Callot Soeurs' preview of Paris imports--sports, afternoon and evening fashions. By invitation. Publicity: Marsh-Healy Assoc., PL. 7-5809.	CALLOT SOEURS	42 EAST 57TH STREET SALON-2ND FLOOR
Monday Sept. 24 9:00 A.M. Breakfast	PREVIEW OF FALL ACCESSORY BAZAAR "Accessory Bazaar"---a preview of French, Italian, Swiss, and English accessories and Macy's copies. By invitation only. Publicity: Helen Law, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	STREET FLOOR BROADWAY ENTRANCE
Monday Sept. 24 12:30 P.M. Luncheon	SHOWING OF PARIS FASHIONS AT LUNCHEON Paris fashions and Gimbels' adaptations will be presented during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext.176. <u>Showings for public:</u> Monday, Sept. 24 at 5:00 P.M.; Tuesday, Sept. 25 at 2:30 P.M.; and Wednesday, Sept. 26 at 12:00 Noon--Gimbels, 3rd Floor. Gimbels Publicity: Gay Stearns or Charline Sutton, LO. 5-1500, Ext. 600. Hotel Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	GIMBELS	HOTEL PLAZA TERRACE ROOM
Monday Sept. 24 1:15 P.M. Luncheon	FUR FASHION SHOW AT RACE TRACK OPENING Maximilian will present fur fashions on the opening day of the Belmont Race Track's Fall Season. Hats by Mr. John. (<u>Cars will leave Maxi- milian's--20 West 57th St.--at 11:30 A.M.</u>). Press by invitation. Maximilian Publicity: Rosemary Sheehan, CI. 7-8060. Belmont Publicity: Charlotte Byrum, News Contacts: CO. 5-3166.	MAXIMILIAN & BELMONT RACE TRACK	BELMONT CLUB HOUSE BELMONT PARK, L.I.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 24 4:00 P.M. Cocktails	AMERICAN FASHION CRITICS' AWARD The Ninth Annual American Fashion Critics' Award, sponsored by Coty, Inc. Presentation of awards and fashion show at 5:00 P.M. Attendance strictly by invitation. Publicity: Eleanor Lambert, MU. 8-2130.	COTY, INC.	WALDORF-ASTORIA GRAND BALLROOM
Beginning Monday Sept. 24- Dec. 10 7:30 P.M.	ELEVENTH FASHION TRAINING COURSE Eleventh annual course, "Fashion Jobs", sponsored by The Fashion Group, consisting of ten sessions, Mondays from 7:30 P.M. to 9:30 P.M. Fee for series: \$15.00. Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	CARL FISCHER HALL 165 WEST 57TH STREET
Monday Sept. 24- Sept. 29	NATIONAL SWEATER WEEK Stores participating in the Sweater Week promotion will receive a special kit. Contact: Edward A. Brandwein, MU. 3-7520.	NATIONAL KNITTED OUTERWEAR ASS'N	THROUGHOUT THE COUNTRY
Tuesday Sept. 25 9:30 A.M. Breakfast	PRESS & TRADE PREVIEW: SWIMSUIT COLLECTION Presentation of a collection of 1951-52 Par-Form Swimsuit Originals at a breakfast for the press. (<u>Note Change of Time and Place</u>). By invitation only. Publicity: Mary Alice Rice, CI. 6-1790.	PAR-FORM FOUNDATIONS (SWIMSUIT DIVISION)	HOTEL PLAZA BAROQUE SUITE
Tuesday Sept. 25 11:00 A.M.	PRESS PREVIEW OF WINTER COLLECTION Presentation of Lilly Dache's new Winter collection at a preview for the press. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	LILLY DACHE	78 EAST 56TH STREET SALON-2ND FLOOR
Tuesday Sept. 25 12:30 P.M. Luncheon	M. & W. THOMAS COTTONS BY NAME DESIGNERS M. & W. Thomas will present cotton fashions for all season wear, designed by Dorothy Cox of McMullen, Claire McCardell of Townley, Tina Leser, Anna Licht, Lorraine Budny of Sportwhirl, Craig Casuals, Davidson Sports-wear, Isabel Dobson of Cabana, Morgan Fauth of David Crystal, Glen of Michigan, Eloise Curtis of Junior Accent, Hill-Day, Kane-Weill, and John Miller. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Publicity for M. & W. Thomas: Roberta D. Miles, OR. 5-9551. Lord & Taylor Publicity: Gloria Carr, WI. 7-3300. Waldorf-Astoria Fashion Publicity: Madeleine Riordan, EL. 5-3000.	LORD & TAYLOR	WALDORF-ASTORIA STARLIGHT ROOF
Tuesday Sept. 25 2:30 P.M.	PREVIEW OF FALL CUSTOM-ORDER FASHIONS Preview of Mme. Garnett's Fall custom-order collection. By invitation only. Contact: Margaret Troop, EL. 5-5275.	MME. E. GARNETT	47 EAST 51ST STREET SALON
Tuesday Sept. 25 2:30 P.M.	SHOWING OF FALL FASHIONS FOR WOMEN Lord & Taylor will present their Fall collection of women's fashions. Press invited. Open to public. Publicity: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	4TH FLOOR
Tuesday Sept. 25 4:00 P.M. Champagne	HOSIERY COLOR PREVIEW & FRENCH CHAMPAGNE PARTY French champagne party and color preview for the press of new midseason hosiery fashion by Roman Stripe. Clothes from Lord & Taylor. By invitation only. (Use Savoy Plaza's private entrance at 58th Street). Contact: Betti Jessup, PE. 6-7300.	ROMAN STRIPE STOCKINGS & PIPER HEIDSIECK CHAMPAGNE	SAVOY PLAZA HOTEL CRYSTAL SUITE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 26 10:00 A.M.	PRESS PREVIEW OF HOLIDAY HATS The press will be invited to a showing of Holiday millinery by Walter Florell. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	WALTER FLORELL	29 EAST 53RD STREET SALON
Wednesday Sept. 26 12:30 P.M. Luncheon	NETTIE ROSENSTEIN FASHIONS AT LUNCHEON Saks Fifth Avenue will present a collection of Fall fashions by Nettie Rosenstein. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Saks Fifth Avenue Publicity: PL. 3-4000, Ext. 7064. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	SAKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Wednesday Sept. 26 12:45 P.M. Luncheon	KNIT FASHIONS FOR FALL AT LUNCHEON Showing of morning, afternoon and evening handknits for Fall by Mimi Pearce during luncheon. (This show will be repeated on Thursday, Sept. 27, at 12:45 P.M., luncheon). Press by invitation. Public by reservation; contact: Headwaiter, TE. 8-8000. Mimi Pearce Contact: RE. 7-8110. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	MIMI PEARCE (23 EAST 67TH STREET)	HOTEL PIERRE COTILLION ROOM
Wednesday Sept. 26 2:30 P.M.; 5:30 P.M.	SHOWING OF FRENCH COLLECTION L. Bamberger will present their Fall collection of Paris originals and adaptations. Open to public. Publicity: John von Arnold, Market 2-1212.	L. BAMBERGER & CO. (NEWARK, N.J.)	3RD FLOOR
Wednesday Sept. 26 3:30 P.M. Cocktails	PRESS SHOWING OF FALL FASHIONS Presentation of Fall fashions by Namm's to the press. By invitation only. <u>Showing to the public on Thursday, Sept. 27 at 6:00 P.M., 2nd Floor.</u> Publicity: Muriel Lipchik, TR. 5-5700, Ext. 76.	NAMM'S (BROOKLYN)	EXECUTIVE 8TH FLOOR
Wednesday Sept. 26 4:00 P.M. Cocktails	INTRODUCTION OF NEW PERFUME TO BEAUTY PRESS Coty will launch a new perfume in the Copernican Room of the Hayden Planetarium. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	COTY, INC.	HAYDEN PLANETARIUM C.P.W. & 81ST ST.
Thursday Sept. 27 11:00 A.M.	SESQUICENTENNIAL SHOWING OF COPPERTONE FASHIONS Showing of fashions by leading designers, based on the copper theme, in celebration of the sesquicentennial anniversary of Revere Copper & Brass, Inc. (Clothes available at Lord & Taylor). By invitation only. Publ.: Brenon & Morgan Associates, PL. 9-1257.	REVERE COPPER AND BRASS, INC.	PLACE TO BE ANNOUNCED
Thursday Sept. 27 12:30 P.M. Luncheon	FUR FASHIONS FOR FALL AT LUNCHEON Showing of furs during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Dein-Bacher Contact: Sophie Howard, PL. 9-5913. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA STARLIGHT ROOF
Thursday Sept. 27 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Stein & Blaine will present a collection of Fall fashions at luncheon showing. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Stein & Blaine Contact: Betty Greenburg, PL. 3-7700. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	STEIN & BLAINE, INC.	HOTEL PLAZA TERRACE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 27 3:00 P.M.	PREVIEW OF 1952 SWIMSUIT COLLECTION Preview for the press and resident buying offices of swimsuits for 1951-1952. By invitation only. Contact: Betty Rich, WI. 7-3260.	ROSE MARIE REID OF CALIFORNIA	HOTEL PIERRE ROOF GARDEN
Friday Sept. 28 2:30 P.M.	PREVIEW OF RESORT & CRUISE COLLECTION Preview for press and resident buyers of resort and cruise collections by David Crystal, Haymaker Sportswear and Lady Northcool (rayon suits). By invitation only. Daily trade showing thereafter, at 10:30 A.M. and 2:30 P.M. Publicity: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM-23RD FLOOR
Oct. 1	ROSH HASHONAH--FIRST DAY OF JEWISH NEW YEAR (Monday).		
Monday Oct. 1 12:30 P.M. Luncheon	"BLUE ROOM" FASHIONS AT LUNCHEON SHOW Hattie Carnegie will present ready-to-wear "Blue Room" fashions during luncheon. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	HATTIE CARNEGIE	WALDORF-ASTORIA EMPIRE ROOM
Oct. 2	ROSH HASHONAH--SECOND DAY OF JEWISH NEW YEAR (Tuesday).		
Wednesday Oct. 3 10:30 A.M.-	SWIMSUIT PREVIEW IN BERMUDA FOR N.Y. EDITORS Catalina will invite the N.Y. fashion press to Bermuda to a forecast of swim wear fashions. Editors will depart from N.Y. by plane (Pan American World Airways) at about 10:30 A.M., Wednesday, Oct. 3. By invitation only. (Bermuda Publicity: Elizabeth Maher, EL. 5-4248). Catalina Publicity: Virginia Dickson, Robert S. Taplinger & Associates, PL. 7-8040.	CATALINA SWIMSUIT CO. (LOS ANGELES, CALIF.)	CASTLE HARBOUR HOTEL, BERMUDA
Thursday Oct. 4			
Wednesday Oct. 3- Oct. 5 12:00 Noon Luncheon	PREVIEW OF RESORT & SPRING COLLECTION A luncheon preview of Carolyn Schnurer's Resort and Spring collection. By invitation only. Showings to the trade, beginning October 8: 12:00 Noon-12:30 P.M. (box luncheon); and 3:30 P.M., daily. Publicity: Lee Walker, CH. 4-4587.	CAROLYN SCHNURER	1410 BROADWAY SHOWROOM-23RD FLOOR
Wednesday Oct. 3 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOWING Presentation of fashions for Fall by Rosette Pennington. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	ROSETTE PENNINGTON	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Oct. 3 12:45 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Presentation of Fall fashions by Else Fritz, during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, TE. 8-8000. Else Fritz Contact: PL. 8-0111. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	ELSE FRITZ, INC. (36 CENTRAL PARK SO.)	HOTEL PIERRE COTILLION ROOM
Wednesday Oct. 3 4:00 P.M. Cocktails	PRESS PREVIEW OF SPRING FASHIONS The McMullen Company will present a preview of their Resort and Spring fashions, designed by Dorothy Cox. Seating at 3:30 P.M. <u>Showing promptly at 4:30 P.M.</u> (Trade showings at McMullen showroom, 475 Fifth Avenue, beginning, Thursday, Oct. 4 at 10:30 A.M. and 2:30 P.M.). By invitation only. Publicity: Mary Lewis, MU. 3-9560.	THE McMULLEN CO. (475 FIFTH AVENUE)	HOTEL PLAZA BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>OPENING OF RESORT AND SPRING COLLECTIONS BY THE SPORTSWEAR GUILD</u>			
<u>WEDNESDAY, OCT. 3</u>			
	Mutual-Rosenbloom Co.498 Seventh Avenue.CH. 4-6221
	Sport-Craft, Inc.550 Seventh Avenue.LA. 4-9724
	Star-Maid Dresses, Inc.498 Seventh Avenue.PE. 6-0444
<u>THURSDAY, OCT. 4</u>			
	Charles W. Nudelman, Inc.550 Seventh Avenue.LA. 4-1254
<u>FRIDAY, OCT. 5</u>			
	Zoltan Rosenberg Co.550 Seventh Avenue.LA. 4-6691
<u>MONDAY, OCT. 8</u>			
	Davidow550 Seventh Avenue.PE. 6-6909
	Kane-Weill.498 Seventh Avenue.LO. 5-3041
<u>TUESDAY, OCT. 9</u>			
	Adler & Adler, Inc.550 Seventh Avenue.CH. 4-6630
	David M. Goodstein, Inc.550 Seventh Avenue.LA. 4-2577

Thursday Oct. 4 9:00 A.M. Breakfast	BREAKFAST PREVIEW OF RESORT & HOLIDAY WEAR Raissa Masket's collection of separates for Resort and Holiday wear. By invitation only. Publicity: Sidney Dee Bloeme, JU. 6-4490.	MASKET BROS. SPORTSWEAR, INC.	498 SEVENTH AVENUE SHOWROOM-9TH FLOOR
Thursday Oct. 4 12:30 P.M. Luncheon	SHOE FASHIONS FOR FALL AT LUNCHEON "Request Performance"--J. & J. Slater will present shoe fashions for Fall during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Slater Contact: Kathleen Low, PL. 9-4805. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	J. & J. SLATER	HOTEL PLAZA PERSIAN ROOM
Monday Oct. 8 10:00 A.M. Breakfast	SHOWING OF RESORT LINE DESIGNED IN MIAMI Serbin will invite the press to a breakfast preview of the Resort and Spring 1952 collection. By invitation. Contact: Muriel Ryan, BR. 9-9567.	SERBIN, INC. (MIAMI, FLORIDA)	1384 BROADWAY SHOWROOM-20TH FLOOR
Monday Oct. 8 12:30 P.M. Luncheon	SOPHIE ORIGINALS AT LUNCHEON SHOW Saks Fifth Avenue will present a collection of Sophie Originals for Fall. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Saks Fifth Avenue Contact: PL. 3-4000, Ext. 7064. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	SAKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Monday Oct. 8 3:00 P.M. Cocktails	PREVIEW OF CALIFORNIA SPORTSWEAR COLLECTION M. R. Fleischman will present their Resort collection of casual California sportswear. By invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	M. R. FLEISCHMAN & CO.	STORK CLUB 3 EAST 53RD STREET
Tuesday Oct. 9 12:30 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW Showing of Fall and Winter fur fashions. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Aronowicz Contact: PL. 3-2698. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	ARONOWICZ FURS, INC. (19 WEST 57TH STREET)	WALDORF-ASTORIA EMPIRE ROOM
Tuesday Oct. 9 3:00 P.M. Cocktails	PREVIEW: "CONVERSATION PIECE" SEPARATES Press preview of separates for sports, afternoon, cocktail and evening wear. By invitation only. Publicity: Donna Cannon, PL. 3-7072.	JULI LYNN CHARLOT (LOS ANGELES, CALIF.)	"21 CLUB" (21 W. 52) HUNT ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Oct. 10	YOM KIPPUR--JEWISH DAY OF ATONEMENT (Wednesday).		
Thursday Oct. 11 12:30 P.M. Luncheon	READY-TO-WEAR FALL COLLECTION Mimi Tuthill will present her ready-to-wear collection for Fall. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Mimi Tuthill Publicity and Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	MIMI TUTHILL (50 EAST 50TH STREET)	HOTEL PLAZA TERRACE ROOM
Monday Oct. 15 12:30 P.M. Luncheon	COLLECTION OF FASHIONS BY TRAINA-NORELL Presentation by Saks Fifth Avenue of a collection of Traina-Norell fashions for Fall. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Saks Fifth Avenue Contact: PL. 3-4000, Ext. 7064. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	SAKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Beginning Monday Oct. 15	SPRING OPENINGS OF FOGA LINES Individual dates will be announced later. Members include: LARRY L. ALDRICH CO. HANSEN BANG, INC. BEN BARRACK, INC. CAPRI FROCKS, INC. DEITSCH, WERSBA & COPPOLA ELFREDA-FOX, INC. BEN J. GAM, INC. ED GERRICK, INC. A. GOODMAN & CO., INC. GRABOIS Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.	FASHION ORIGINATORS' GUILD OF AMERICA, INC. FRED GREENBERG DRESS CO. JOSEPH HALPERT, INC. HORWITZ & DUBERMAN, INC. INTERNATIONAL DRESS CO. JUNIOR LEAGUE FROCKS, INC. NAT KAPLAN, INC. DAVID LEVINE CO. DAVID MARCUS, INC. MILMONT GOWNS CO., INC. NATHAN-STRONG, INC.	MANUFACTURERS' SHOWROOMS PAUL PARNES CORP. PARNIS-LIVINGSTON BEN REIG, INC. RUDOLF GOWNS MARTIN SIMON, INC. HERBERT SONDHEIM FRANK STARR, INC. SUZANNE-AUGUSTINE TALMACK, INC. HANNAH TROY, INC.
Tuesday Oct. 16 12:30 P.M. Luncheon	"DIAMONDS U.S.A."-- DIAMOND FASHIONS 1952 Fourth nationwide showing of diamonds will be presented at a luncheon for the fashion press. Exhibitors from twelve leading cities will show their newest diamond jewelry. Coiffures and Make-Up: Michel of Helena Rubinstein. By invitation. Publicity: Jean Shanley, CI. 6-0200.	N.W. AYER & SON, INC.	HOTEL PLAZA GRAND BALLROOM
Wednesday Oct. 17 11:00 A.M. Luncheon	PRESS PREVIEW: NEW SKIRT COLLECTION "Costume Travelogue"--Mme. Bruné will present her Resort and advance Spring collection of skirts at preview for the press. Light luncheon will be served. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	MME. BRUNÉ (WASHINGTON, D.C.)	17 EAST 48TH STREET SALON
Wednesday Oct. 17 12:30 P.M. Luncheon	FALL & WINTER FASHIONS AT LUNCHEON SHOWING Presentation of Bonnie Cashin's (Adler & Adler) collection of Fall and Winter fashions. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Bonnie Cashin Publicity: Ruth Hammer Associates, EL. 5-7108. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	BONNIE CASHIN (ADLER & ADLER)	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Oct. 17 12:45 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW "Highlights In Charm"--presentation of the Fall collection by Sada Sacks. Press by invitation. Public by reservation; contact: Headwaiter, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	SADA SACKS, INC. (671 MADISON AVENUE)	HOTEL PIERRE COTILLION ROOM

MOVIES...TELEVISION...THEATRE

Friday TELEVISION: NANCY CRAIG WJZ-TV, CHANNEL 7
 Sept. 14; A series of designer and manufacturer Fall collections will be presented.
 Sept. 18; Sept. 14: Dave Bellsey's "Bolliciano" coats and suits. Sept. 18: Benfatto
 Sept. 21; and Kallman's "Jonmorr" casuals. Sept. 21: Sportswear by Lotte of Drewyn,
 Sept. 26 Inc. Sept. 26: Raissa Masket's collection of "inseparables" for Masket
 4:00 P.M. Brothers. Publicity for these fashions: Sidney Dee Bloeme, JU. 6-4490.
 WJZ-TV Contact: Tess Mayes, CI. 7-5700.

Saturday TELEVISION: "FASHION MAGIC" CBS-TV, CHANNEL 2
 Sept. 15 Sept. 15: Fall fashions by Andre D'Aulan; also, a showing of arrangements
 11:00 A.M.; of fresh flowers, created by Mrs. Andrew Grupp. Sept. 18: Maurice
 Tuesday Rentner's collection of Fall fashions will be presented; also, showing of
 Sept. 18 "knit-it-yourself" fashions by Parisian designers. Fashion Magic Co-
 3:30 P.M. ordinator and Contact: Francine Stone, JU. 6-4335.

Monday OPENING: "BORSCHT CAPADES" ROYALE THEATRE, 242 WEST 45TH STREET
 Sept. 17 Hal Zeiger will present the successful musical revue, which played in
 Chicago, Miami and on the West Coast. Stars Mickey Katz and his record-
 ing orchestra, with outstanding singers and dancers from Israel. Pub-
 licity: Ross Associates, BR. 9-5906.

Tuesday PREMIERE: "A STREETCAR NAMED DESIRE" (Movie) WARNER THEA., B'WAY & 47TH ST.
 Sept. 18 Warner Bros. will present the movie based on the Pulitzer Prize and N.Y.
 Critics Award Play by Tennessee Williams, about a degenerate woman in
 New Orleans. Stars: Vivien Leigh, Marlon Brando, Kim Hunter and Karl
 Malden. Producer: Charles K. Feldman. Director: Elia Kazan. Wardrobe:
 Lucinda Ballard. Publicity: Eve Siegel, CI. 6-1000.

Wednesday PREMIERE: "NO HIGHWAY IN THE SKY" (Movie) ROXY THEATRE, 7TH AVE. & 50TH ST.
 Sept. 19 Twentieth Century-Fox will present a movie based on Nevil Shute's novel
 about the research men of civil aviation. Producer: Louis D. Lighton.
 Director: Henry Koster. Stars: James Stewart and Marlene Dietrich.
 Costumes: Margaret Furse. Publicity: Elizabeth Eisenhart, CO. 5-3320.

Thursday TELEVISION: "MEET YOUR COVER GIRL" CBS-TV, CHANNEL 2
 Sept. 20; Sept. 20: Presentation of new Fall hosiery fashions by Sanson. Sept. 27:
 Sept. 27; Frances Sider's collection of "at-home" clothes for Fall. Oct. 4:
 Oct. 4 Sweater fashions by Bernard Altman will be shown. Producer and Contact
 3:30 P.M. for TV Program: Stanley Poss, PL. 5-2000.

Thursday OPENING: "OUT WEST OF EIGHTH" BARRYMORE THEATRE, 243 WEST 47TH ST.
 Sept. 20 Courtney Burr and Malcolm Pearson will present an "Eastern-Western" new
 comedy about a rodeo at Madison Square Garden. Stars: Richard Carlyle,
 Barbara Baxley and Robert Keith, Jr. Director: Marc Connelly. Settings:
 Ralph Alswang. Publicity: Marian Byram & Phyllis Perlman, CI. 5-9151.

Monday OPENING: "TWILIGHT WALK" FULTON THEATRE, 210 WEST 46TH ST.
 Sept. 24 Richard W. Krakeur will present Nancy Kelly in a new melodrama by A.B.
 Shiffrin. Cast features: Charles Proctor, Ann Shoemaker, Walter Brooke,
 and Walter Matthau. Director: Paul Stewart. Setting: Paul Morrison.
 Publicity: Karl Bernstein, CI. 6-0427.

Tuesday OPENING: "LOVE AND LET LOVE" PLYMOUTH THEATRE, 236 WEST 45TH ST.
 Sept. 25 Anthony B. Farrell's new comedy written and directed by Louis Verneuil.
 Stars: Ginger Rogers with Tom Helmore. Setting: Ralph Alswang. Cos-
 tumes: Jean Louis. Publ.: Nat Dorfman, LO. 3-0858.